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## ERA STRATEGIC PLANS 2024

### **Basis**

ERA strategic plans 2024 build on [ERA Strategy](#).

The overall plans from 2019 and onwards are unchanged:

1. Provide benefits for our member organisations.
2. Prepare, organize, stimulate and support rambling events and activities.
3. Actively work with physical networks of E-paths and LQT-BE.
4. Establish and maintain cooperation with EU bodies and relevant international organisations and agencies working in fields such as youth and health.
5. Develop and implement a financial strategy.
6. Develop and implement a marketing and communication strategy to contribute to our business model.

From these, ERA will focus on the following:

### **Plans 2024**

#### **Priorities**

Seek fundings, grants, [sponsorships](#), [donations](#), [partnerships](#), and [projects](#).

Find manpower internal and external.

Increase membership involvement.

LQT-BE, Day Walk.

ERA Recommends.

#### **Others**

##### **1. Focus on common interests for walking in Europe.**

*Use our guidelines for training walk leaders as a blueprint, common waymarking, system for quality trails and difficulties, make walking a key focus in traffic concepts, strengthen food systems for foot paths, improve public transport in rural areas, support volunteers and associations in the field, give foot traffic similar status as biking.*

*Green Trails, se para 7.*

##### **2. Focus on exchange of ideas and experiences between the member organisations in ERA, where ERA can be an active and fruitful forum, as well as assisting in organizing regional meetings.**

*a. ERA will in 2024 arrange at least two regular virtual meetings. Subjects will be needs-driven.*

*b. ERA will be researching possibilities for specific walking activities for the young walkers (eg. ERASMUS+ project). ERASMUS+ project for youth - goal: investigate the real situation in European countries.*

### **3. Focus on being an active NGO in the European context, to the benefit of both ERA and its member organisation and for walking in Europe**

*a. Participation in CoE and EU-institutions has high priority.*

*CoE: Participation in the INGO Conference after we have received the participatory status, e.g. in the Committee for Environment. Participation at the European Landscape Convention and requesting and observer status at the relevant inter-governmental steering committee. Intensify the work with the European Cultural Routes, especially integrating member organisations in the actual work in the field, as is happening e.g. at the Cistercian Route.*

*MOs could create and maintain relations with national tourist boards, regional destination management organizations (regional DMOs) and local DMOs, especially around path development and maintenance.*

*EU: starting lobby work with the Commission and the Parliament for a harmonized hiking system in Europe, continue to build up a network for EU projects with member organisations and European partner organisations.*

### **4. Focus on cross border activities between member organizations.**

*a. Bilateral meetings on topics of interest to neighbouring MOs should be encouraged as well as common walks.*

*b. Walks and hikes on E3, see para 6.*

### **5. Quality**

*a. [LQT-BE, Day Walk and LQT-BE, Region](#) will continue as programmes.*

*b. ERA continue building up "[ERA Recommends](#)", which places the MOs and ERA as experts within walking, hiking, and rambling.*

*c. Promote and communicate the quality label towards tourism and European bodies.*

*d. The proposed criteria of the "ERA Recommends - accommodation host" will be tested in different European countries to see if the criteria are transferable. Furthermore "ERA Recommends Events" will be tested more.*

### **6. European walking events**

*a. Support European Winter Walking Days.*

*b. Conduct the [European Landscape Day](#).*

*c. Conduct the [European Walking Day](#).*

*d. Conduct walks and hikes on E3 in the countries, which E3 passes through.*

*e. Conduct the 2<sup>nd</sup> Aqua Walking Challenge.*

### **7. Projects and programs**

*a. We will build a network of possible partners – start with the ERA MOs, then look outside the ERA MOs like EUMA or ENOS.*

*b. We will start a project Green Trails, which are trails that are certified for sustainable hiking and responsible outdoor tourism. The project is assessed because of "overtourism", degradation of nature and climate changes.*

c. We will also look into the items „Access to the landscape“ and „Protection of waymarking“.

### **Working Groups objectives, responsibilities and time limits**

#### **Leading Quality Trails – Best of Europe**

LQT activities with the 3 sub WGs being responsible continue having priority in 2024.

#### **Walk Leader**

*The aim of the [programme Walk Leader](#) is to update the common frame work in order to gain new interested MO to give better qualified walk leaders.*

#### **E-paths**

The WG will continue building up [the Verified E-paths](#). The tasks and priorities of the WG [is found here](#).

#### **ERA Sponsoring**

We are looking permanently for sponsors. Through the realisation “ERA recommends” we also investigate for possible sponsors.

#### **Registration and protection of logos**

ERA is working on the registration and protection of ERA logos and marks, including the best economic conditions for this procedure.

The final decision on what and how to protect the ERA logos and marks will be taken in the first quarter of 2024.

The registration process should be completed by the 2024 General Assembly.

#### **ERA Aqua Walking Steering Committee (AWSC)**

*AWSC organises the development of the AW towards the MOs with the new education program. The development of the AW is based on a multi-faceted programme of information, training, regulation, and organisation of sports events.*

#### **Competition Activities WG**

*The WG investigates possibilities to organize meetings, where competition activities can be realized with participation of teams selected by MOs that answered positively to the questionnaire regarding sport activities.*

#### **ERA Archive WG**

*The WG looks frequently for the documentation for the archive. In 2022, it will prepare a resumé of the specific commissions in the past: the Walking commission and the Youth commission.*